

Example of coordinated sign, lights, and banners



STREET and TRAFFIC INFORMATION

As in many urban areas, the extent and variety of street signs has created a jungle of poles with Do's and Don'ts, threats and fines and special regulations that defy comprehension from a moving vehicle. Meanwhile, the person walking down Calhoun faces a visual endurance test. The problem is not only the sheer multitude of messages, in small type, or their random placement high above the driver's normal sight lines. It is the cacophony of sizes, forms, colors, letter and word styles that render the eye unable to see, and the viewer unwilling to look. There needs to be an overhaul of these dominant graphic systems for clarity, logic and esthetic order.

There are four major subsystems of public information:

- vehicular control
- parking regulations
- transit information
- public street and place markings

Each requires different actions of people driving, delivering, walking, and parking. These subsystems need to be separately grouped and placed but graphically integrated so that the sign system, repeated block after block, injects minimal disruption to the environment while making maximum contribution to public safety and convenience,



Example of coordinated sign

Recommendations:

Work with Traffic Operations Division and Transportation Planning department to develop a prototype sign system to improve the District's visual landscape based on the following principles:

- 1) Information requiring different kinds of action should be conveyed differently.
- 2) Color, shape, message form, and location should be consistent for signs and markings conveying the same kind of information.
- 3) A hierarchy of importance should be established and conveyed in the design and placement of sign elements.
- 4) All parts of the system should be designed for visibility against complicated urban backgrounds by daylight and by night illumination.
- 5) Use of District and parking way finding sign system.



Example of seasonal banners to define the District

Information and Graphic Systems

Creating a new image for the District is a vital aspect for the revitalization of the Clifton Heights area. One of the simplest and effective ways is to create a unique signage program that signifies entry into and defines the District boundaries. Creating a logo that is incorporated into sign posts, banners, light fixtures, street furniture, etc. will identify this as a special area. The new logo may reflect the area's past or future, relationship to the University or any number of other symbolic images that reflect the community.

In addition, during certain times of the year, there may be seasonal promotional signage that occurs that will convey to the visitor that the area is an active, involved neighborhood. Banners may be used for marketing and identification.



Recommendations:

- Develop a logo for the District, which can appear on maps, street signs, directional markers, information boards, and other orientation materials. Place at all entrances to the District.
- A system of graphic items -- maps, pamphlets, calendars, etc., bearing the District logo and graphic conventions can provide free information to residents and visitors about the special resources of the District. Graphic products could be distributed in newsstands, bookstores, and other service areas, both promoting the District and making it comprehensible and welcoming.
- A family of colors can be used on special signage in coordination with the basic design vocabulary of hardware, fixtures and architectural details.

Example of symbolic entry arch into the district

